



City of Hardeeville  South Carolina	ADMINISTRATIVE; OFFICE OF THE CITY MANAGER		SUBJECT: Naming Rights and Recognition Policy	
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		Effective Date		Page 1 of 7

**PURPOSE**

The City of Hardeeville finds that it is in the best interest of the community to develop a formalized process for requests to name or rename City facilities, property, or amenities as described under the definitions section and to consider requests to recognize community leaders, businesses, or organizations, past, present, and future to the Wall of Recognition. The purpose of this policy is to provide a formal process that offers a consistent approach to consideration of naming or renaming of city facilities, property, or amenities within the city limits as well as recognition to the cities Wall of Recognition. The City Manager will make recommendations based on this policy and its guidelines. He/she will assign to a supporting city staff review committee to review applications and provide recommendations to him/her for consideration to the City Council. Naming or renaming city facilities, property, or amenities is a permanent identity and careful consideration needs to be exercised. The City’s Policy acts as a guide for the city to accommodate requests for naming or renaming city facilities, property, or amenities and recommendations to the Wall of Recognition within the City.

**POLICY**

It is the policy of the City to reserve the naming or renaming of city facilities, property, or amenities for circumstances that will best serve the interests of the City as well as ensure our identity while providing an enduring legacy for our community. The City also understands the need to recognize community leaders, businesses, or organizations, past, present, and future and has established a Wall of Recognition that will honor those who have dedicated their time, effort, and energy to the Hardeeville community. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities. The City of Hardeeville supports consideration of naming, renaming or inclusion to the Wall of Distinction within the described categories:

*Major Gifts*-The City has benefited from the generosity of some if its residents, businesses, corporations, endowments, legacy donations, and foundations with large monetary, land or amenity donations. On occasion, the significance of these large donations may warrant consideration of requests from the donor to acknowledge such a gift by naming or by placement on the City’s Wall of Recognition. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities and a list of those facilities, property, or amenities is outlined in Exhibit A.



*Outstanding individuals*-The City has benefited from contributions and service made by outstanding individuals. This category is designed to acknowledge their sustained contributions and or service to the City. The significance of these contributions and service may warrant consideration of requests from the donor to acknowledge such a gift by naming or by placement on the City's Wall of Recognition. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities

*Historic Events, Person, and Places*-In order to preserve community heritage, the history of a major event, place or person may play a vital role in the naming or renaming of city facilities, property, or amenities as communities wish to preserve and honor the history of a neighborhood, the city, its founders, local landmarks, geographical locations, etc. These historical events, locations or persons may warrant consideration of requests to acknowledge naming or by placement on the City's Wall of Recognition. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities

#### *Wall of Recognition*

The City understands and accepts the need to recognize its leaders, businesses, and organizations, past, present, and future and has established a Wall of Recognition that honor's those who have dedicated their time, effort and energy to the Hardeeville community and have helped shaped its growth and development. This category is designed to acknowledge their efforts, service, and sustained contributions to the City.

### **DEFINITIONS**

For the purpose of this policy the following definitions apply:

*City*- whenever the word city is used it shall be construed as if the words of "Hardeeville, South Carolina" followed them pursuant to S.C. Code 1976, § 15-1-20; and include any territory, jurisdiction of which for the exercise of its regulatory power has been conferred on the city by public or private law pursuant to S.C. Code 1976 § 15-1-320

*Facility* - a building owned by the City of Hardeeville exclusively.

*Property* - land owned by the City of Hardeeville exclusively.

*Assets*-a resource of economic value that the City of Hardeeville owns or controls exclusively.

*Amenities*-a desirable or useful feature of a facility, building or place exclusively owned by the City of Hardeeville. For example, a park bench in a park or a conference room in a building.

*Major gifts/Donations* -Business organization or other entities that gives a large donation of goods, property, funds, or other monetary means to the City to improve quality of life for residents with or without an expectation of return.

*Naming* - The name agreed upon by the City of Hardeeville at its sole discretion via a resolution to a given facility.



## RESPONSIBILITY

In considering proposals for the naming or renaming of city facilities, property, amenities, or inclusion to the Wall of Recognition the following outlines the responsibility of coordinating, reviewing, and approving requests. The following will apply:

- City Manager or designee shall oversee or assign the Naming Rights and Recognition policy procedures and coordinate the review of proposals and requests consistent with this policy
- Naming Rights and Recognition Review Committee as assigned by the City Manager, shall oversee the proposals and requests for naming and renaming of city facilities, property, amenities as well as requests of consideration to the Wall of Recognition. The Committee will coordinate the review of proposals and requests and then process them based upon this policy and guidelines
- Naming Rights and Recognition Review Committee shall have the authority to review and make recommendations on the proposals
- Upon review and consideration by the Naming Rights and Review Committee, recommendations shall be advanced to the City Manager. The City Manager will then assign a committee member of his/her choosing to present to the Hardeeville City Council for consideration and approval of all requests
- **City Council shall have final approval by a majority vote regarding naming, renaming, or removal requests or proposals for city facilities, property, or amenities.**

## PROCEDURE

### General Principles

In considering proposals for the naming, renaming or removal of city facilities, property, or amenities, the following general principles will be considered either collectively or individually. When naming or renaming, the proposed name will:

- Engender a strong positive image
- Be appropriate regarding the city facilities, property, or amenity's location and history
- Have a historical, cultural, or social significance for future generations and demonstrates continued importance to the city
- Have symbolic value that transcends ordinary meaning or use as well as enhances the character and identity of the city facilities, property, or amenities.
- Have public support
- Not result in undue commercialization of the city facilities, property, or amenities if it accompanies a corporate gift
- Ensure that facilities, property, or amenities requested are easily identified and located within City limits
- Assure the quality of the title/name so that it will serve the purpose of the city for the life of the asset or designated timeframe



## **Renaming City Facilities, Property, or Amenities**

Requests and proposals to rename or remove existing named city facilities, property, or amenities whether for a major gift or community request are not encouraged. Likewise, names that are widely accepted by the community will not be easily abandoned unless there are compelling reasons such as naming inconsistencies or strong public sentiment from the broader community for doing so. Historical names will be preserved whenever possible.

## **Naming for Major Gifts/Donations**

From time to time, a significant gift or donation may be made to the City of Hardeeville that will add considerable value to the city's facilities, property, or amenities. On such occasions, recognition of this donation by naming or renaming city facilities, property, or amenities in honor of or at the request of the donor will be considered. The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities. As a guideline, the threshold for considering the naming or renaming of city amenities will include one or more of the following:

- Land for the majority of the project (building, facility, park, trail, etc.) that was deeded to the City of Hardeeville
- Contribution of a majority of the capital construction costs associated with its development or by the designated value assigned by the City for the exclusive naming rights
- Provision of endowment for the continued maintenance and or programming of the City amenity will be agreed upon
- Must be deceased minimum of three years
- Must qualify based on Naming Rights Criteria and Scoring as outlined in Exhibit B

Donors seeking naming rights for major donations with respect to an individual will follow the principles that apply to naming or renaming city facilities, property, or amenities for an outstanding person. Exceptions to this will be considered by their own merits. The City of Hardeeville exclusively reserves the right to rename any city facilities, property, or amenities for whom it is named and is found to be disreputable or subsequently acts in a disreputable way.

## **Naming or renaming city facilities, property, or amenities for Outstanding Individuals**

The City reserves the right to affix a designated value to exclusive naming rights to its facilities, property, or amenities. Naming or renaming city facilities, property, or amenities for an outstanding individual is only for those who are deceased and where the person's significance, reputation and community standing have been widely accepted into the history of the City of Hardeeville. They must have performed distinctive community service, had well documented community support and exhibited outstanding achievement. In consideration of naming or renaming city facilities, property, or amenities after a deceased person, priority will be given to those who made significant, lasting, and impactful contributions to the City of Hardeeville.



## **Naming or renaming for Historic Events, People, and Places**

When city facilities, property, or amenities are associated with or located near events, people, and places of historical, cultural, or social significance; considerations will be given to naming or renaming city facilities, property, or amenities after such events, people, and places that have historical relevance to the City of Hardeeville, the State of South Carolina, or the Nation. In consideration of these proposals, the relationship of the event, person, and place to the city facilities, property or amenities must be demonstrated through research and documentation that validates its historical, cultural, or social significance.

## **Wall of Recognition**

The City recognizes the need to acknowledge community leaders, businesses, or organizations past, present and future that have given shape to the foundation, development, and growth of Hardeeville. Considerations will be given for their contributions, significance, reputation, character, leadership, and community standing. They must have performed distinctive community service, had well documented community support and exhibited outstanding achievement. Consideration will be given to those who are living and deceased, died during service, or have fallen in the line of duty to the City of Hardeeville, the State of South Carolina, or the Nation. Nominees should meet one or more of the following:

- Be currently living in or have previously lived in the City of Hardeeville
- Attended school in Hardeeville
- Have a business or organization in Hardeeville
- Served the City as a current or past employee
- Served on a city committee or board past or present
- Served as an elected official of the city past or present
- Provided long term service to the community of Hardeeville

## **PROCEDURE AND GUIDELINES**

These procedures and guidelines have been established to ensure that the naming or renaming of city facilities, property, or amenities is facilitated in a consistent manner. Requests for naming or renaming of city facilities, property, or amenities shall be made in writing to the City Manager's Office and accompany supporting documentation and city application contained herein. Requests should contain the following information:

- The proposed name (individual facility, property, or amenities under consideration)
- Written documentation with reasoning for the proposed name
- Map showing location
- For proposals of renaming, justification for changing established name
- Community support verification (must be able to verify and identify support within the community, signatures must be residents of Hardeeville)



- For proposals to name or rename for an outstanding person, include documentation of the person's significance, community standing, and reputation in the City, State or Nation (newspaper clippings, articles, awards, etc.)
- For proposals to name or rename historical events, persons, or places, include research and historical documentation that validates its historical, cultural, or social significance, the relationship of the event, person, and place to the facilities, property, or amenities
- Understanding that if selected, applicant will be responsible for payment of facilities, property, or amenities placard or sign in accordance with the City's codes and ordinances.

### **Assessing and approving requests**

Upon receipt, review, and consideration of a naming, renaming, or consideration to the Wall of Recognition request to the City Manager's Office, a public announcement shall be made for the public to provide formal comment on the proposal via the City's website and social media accounts. Each proposal will then be considered by the Naming Rights and Recognition Committee as assigned by the City Manager following these guidelines:

- Review the proposed request for its adherence to the City's adopted policies and procedures
- Ensure the requests meets all criteria as outlined herein
- Ensure the supporting documentation has been authenticated
- Take into consideration any public comments of the community
- Naming Rights and Recognition Committee will then present recommendations to the City Manager of approvals, rejections, or alternatives
- City Manager will provide Council with supporting documentation on requests and submittals so that Council can approve and adopt a final decision by majority vote

### **Communicating naming or renaming decisions**

The City Clerk's office will be responsible for communicating decisions made by Council to those requesting naming or renaming rights within ninety days after a contract has been drawn, approved by the City Manager, and fully executed by the City Attorney. In cases of donations or gifts of cash or properties, naming rights will not be in effect until receipt of funds or property has been deeded and recorded to the City with all fees associated with purchases paid in full.

### **Restrictions**

On occasion the city may need to reject a request. The City will not accept donations from or grant naming rights opportunities to individuals or entities that engage in the following activities or under the following circumstances:

- The potential sponsor seeks to secure a contract, permit or lease
- The potential sponsor seeks to impose conditions that are inconsistent with the City of Hardeeville's mission, values, policies, and or planning documents



- Any individual, corporation or business that is not in good financial standing with the City or owes any outstanding taxes, fees, or services that are in arrears to the City
- Manufacturing, advertising, and/or selling illegal products or services
- Manufacturing, advertising, and/or selling tobacco or cannabis product
- Engaged in any aspect of the adult entertainment industry
- Convicted of a felony or any offense involving acts of moral turpitude
- In litigation with the City of Hardeeville, South Carolina
- Wherein participation would constitute a conflict of interest under federal or state law
- Any situation wherein participation will in the opinion of the City of Hardeeville raise the appearance of impropriety

### **Appeals**

Any person, group, or donor whose proposal to name or rename city facilities, property, or amenities within the City of Hardeeville that is denied their request may appeal to Council by petition through the office of the City Manager.